



LOCAL FOOD ACTION PLAN

CITY OF COLUMBUS & FRANKLIN COUNTY, OHIO

Action B-3 Project Team Meeting

Thursday, November 1, 2018, 9:30-11:00 am

Columbus Public Health - 240 Parsons Avenue, Columbus, OH 43215

Meeting Objectives <ul style="list-style-type: none">• Provide an update for the awarded FMPP grant• Identify ways for participants to get involved	
9:00am-9:15am	Welcome and Introductions Check In Question: What does Ohio Farmers Market Network's receipt of this award mean to you?
9:15am-9:20am	Meeting Overview
9:20am-9:30am	Overview of Action B-3- Farmers' Market Management Collaborative
9:30am-10:30am	Grant & Grant Activities Overview <ul style="list-style-type: none">• Review awarded proposal• Highlight ways to get involved
10:30am-11:00am	Questions

Farmers' Market Management Collaborative Meeting Notes

Meeting 4- November 1, 2018, 9:30-11:00 am

15 attendants total

Check-in Question: What does Ohio Farmers Market Network's receipt of this award mean to you?

Responses:

- Dollars and resources to do the work of action B-3
- More markets with the ability to receive SNAP and professionalism to administer it
- Stronger markets for growers to sell
- Expand the definition of what a market is, and the opportunity for many types of growers to participate
- Establish a baseline of what is already going on in farmers markets in Central Ohio
- Professional development and training opportunity, and a way for the markets to work collaboratively with the City
- Expand the vision of OFMN
- A way to get healthy food to people
- Bringing local and affordable food to low food secure areas
- Space for producers who want to move into markets
-

Meeting Objectives:

1. Provide an update for the awarded FMPP grant
2. Identify ways for participants to get involved

Action B-3 Review:

Jalisa Dawkins provided a review of action B-3, objectives, action and project team deliverables, and timeline.

Participants were asked to share what actions they believe were impacted by the implementation of action B-3. The following were stated: B-1, B-4, B-5, B-6, B-7, B-8, C-1, C-3, C-7, C-9, C-10.

Jaime Moore provided an in depth report of who the Ohio Farmers Market Network is, the goal of the USDA Farmers Market Promotion Program grant opportunity, proposal narrative, objectives and timeline. In addition, Jaime went into great detail about the partners and their roles in implementing the funded proposal. Each of the three proposal elements, planned growth, professional development, and collaborative branding were introduced and discussed at length. The measures for success were shared along with next steps and ways for participants to get involved.



LOCAL FOOD ACTION PLAN

CITY OF COLUMBUS & FRANKLIN COUNTY, OHIO



THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

COLUMBUS
PUBLIC HEALTH

Agenda



- Introductions
- Overview of Action B-3
- Presentation of Grant Activities

Check in Question



What does Ohio Farmers Market Network's receipt of this award mean to you?

Action B-3



“Establish a formal farmers’ market management collaborative serving the City of Columbus and Franklin County.”

- Healthy and affordable food closer to where Columbus and Franklin County residents live, work, and play
- A way for those who grow to have a profitable market to sell food

B-3 Objectives



1. Community- wide plan for farmers' markets/stands
2. Increased number of producers and producer direct-to consumer sales
3. Coordinated funding, training and tools that support farmers' market creation and expansion
4. Collective resources to aid farmers' markets and stands in SNAP payment acceptance via Electronic Benefit Transfer (EBT) and federal and state nutrition incentive program participation
5. Policy education for federal, state and local incentives and policies that increase access to healthy food, affordable food, and local food for SNAP and WIC recipients

B-3 Project Team Deliverable



Primary

- Creation of a Farmers' Market Management Collaborative

Secondary

- Action Impact- Impact on other actions in the Local Food Action Plan
- Recommended next steps for implementation of the Local Food Action Plan

Farmers' Market Promotion Program Grant



U.S Department of Agriculture (USDA) Agricultural Marketing Service (AMS)

Approximately \$13.4 million to fund applications

- Minimum \$50,000
- Maximum \$500,000

Two types of grant projects

1. Capacity Building (50K-250K)
2. Community Development Training and Technical Assistance (CTA) (250K-500K)

FARMERS MARKET PROMOTION PROGRAM

Ohio Farmers Market Network

September 30, 2018 - September 29, 2021

The Basics



Ohio Farmers' Market Network

A 501(c)3 organization



USDA Grant

"...is to increase domestic consumption of, and access to, locally and regionally produced agricultural products..."



3 Year Term

September 30, 2018 – September 29, 2021



Central Ohio "Region"

Franklin, Union, Delaware, Licking, Madison, Pickaway, Fairfield and Fayette counties

The Narrative

Growing Central Ohio Markets Through Public/Private Partnerships: *Planned Growth, Professional Development and Collaborative Branding for Farmers, Food Producers and Market Managers*

Objectives





PLANNED GROWTH
VANCE CORUM



PROFESSIONAL DEVELOPMENT
MICHIGAN FARMERS' MARKET
ASSOCIATION (MIFMA)



COLLECTIVE BRANDING
THE WONDER JAM
ADAM & ALLIE LEHMAN



ALIGNMENT
LOCAL FOOD ACTION PLAN
CITY OF COLUMBUS AND FRANKLIN
COUNTY

The Partners

Growing Central Ohio Markets Through Public/Private Partnerships



Planned Growth

Research
Data Collection
Strategic Plan



Professional Development

Manager Training
Regional Meetings
Continuing Education



Collaborative Branding

Market Trail
Website
Social Media

Planned Growth



Interview all managers who operate Central Ohio farmers' markets



Survey farmers and producers to estimate total sales



Conduct Rapid Market Assessments



Create chart of all markets



Host MIFMA “Market Manager Certificate Program”

“...designed to encourage farmers market managers to pursue leadership skills and professional development in topics essential to market management.”



Facilitate continuing education program

“...earn professional development hours towards recertification.”



Coordinate meetings of regional stakeholders

Collaborate, coordinate, and plan for impact

Professional Development

Collaborative Branding

- Develop "Market Trail"
- Design and implement a regional marketing campaign for Central Ohio farmers' markets, which includes print materials and multimodal advertising
- Design and print a "Local Food Guide"
- Create website
- Create social media sites

B-3 and FMPP Objective Alignment

B-3	FMPP
1. Community- wide plan for farmers' markets/stands	Planned Growth
2. Increased number of producers and producer direct-to consumer sales	Planned Growth Collaborative Branding
3. Coordinated funding, training and tools that support farmers' market creation and expansion	Planned Growth Collaborative Branding Professional Development
4. Collective resources to aid farmers' markets and stands in SNAP payment acceptance via Electronic Benefit Transfer (EBT) and federal and state nutrition incentive program participation	Professional Development Collaborative Branding
5. Policy education for federal, state and local incentives and policies that increase access to healthy food, affordable food, and local food for SNAP and WIC recipients	Professional Development

WHAT IS SUCCESS?



Achievability



Increase sales by 25%



Assistance in advertising products



Improved direct-to-consumer sales opportunities by 20%



Increase customer counts by 10%

Impact for Producers



Professional training



Access to resources



Efficiencies of working
collaboratively with other
markets and managers

Impact for Managers

Impact for Markets



Increase revenues



Increase number of customers by 10%



Reduce overhead costs through shared resources



Additional marketing

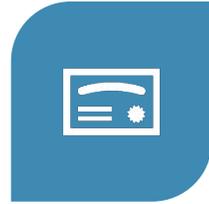
WHAT'S NEXT?



PARTICIPATE AND
ENGAGE



VOLUNTEER



COMPLETE
CERTIFICATE
PROGRAM



SUPPORT YOUR
COLLEAGUES



GIVE FEEDBACK



ASK FOR HELP

BE A PART OF IT



Register for “Market Manager Certificate Program”



Look for follow up including next meeting, timeline, etc.



Share press release with your networks



Invite your colleagues to participate

Next Steps

SAVE THE DATES (will confirm all dates no later than October 31)

